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Home Green Up: Proposal Guidelines

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GREEN INDUSTRY STRATEGY
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What is Home Green Up?

Home Green Up is a 3-year jobsONTARIO project (running from April 1994 to March 1997). It will provide financial support to Ontario communities for comprehensive in-home residential green-up assessments to reduce energy and water consumption and waste generation and to encourage other pollution prevention activities.

Who can Participate?

The applicant can be any group who has gained active support and participation from a broad cross-section within the community. Broad-based community support should include key players from environmental and community groups, municipal departments, energy suppliers, elected representatives, labour/union groups, business and industrial leaders, health and social organizations, and major institutions.

What are Eligible Costs?

The Ministry of Environment and Energy will provide financial assistance covering 50 per cent of eligible costs. Eligible costs typically include project administration, home green up assessments, community outreach, training and staff development, and other project-related expenses. The community is required to match the Ministry support in cash and in-kind contributions. The following in-kind contributions are considered acceptable where verifiable and documented: staff time (project management and implementation); office equipment (computers, fax machine, copier, furniture, etc.); end-user products (showerheads, aerators, composters, non-toxic cleaning kits, etc.); vehicles; communications (billing inserts, brochures, newspaper column, newsletter, etc.); professional services (accounting, marketing, legal, etc.); incentives/rebates specific to project (from retailers, manufacturers, other partners); and on-bill financing specific to project (setup and administration).

How to apply?

To apply, a community submits to the Ministry a proposal as outlined including a detailed implementation plan. If the proposal meets the project criteria, the Ministry and the successful applicant will negotiate an agreement which reiterates the goal and the objectives of the project, lists the tasks to be performed by the applicant and includes agreed-to deliverables and corresponding payments. Ministry staff will provide comments to the community if the proposal is incomplete or otherwise judged not to meet the project criteria.

The Ministry of Environment and Energy reserves the right to accept or reject any or all proposals.

Which Criteria Will be Used For Evaluation?

To be considered for funding assistance, communities must meet the following criteria. The community/applicant is required to:

- * contribute at least 50 per cent of the total project cost in cash and in-kind contributions;
- * secure broad-based community support and active participation;
- * have in place an organizational/management structure (incorporated and, typically, not-for-profit) with appropriate financial and administrative procedures;
- * present a detailed implementation plan, including budget, which demonstrates that project can be implemented in a cost-effective manner;
- * have completed a strategic planning process which identified
 - a vision (where does your community want to be in the future?)

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- strategic directions (actions to be taken to achieve the vision)
- priority issues and key opportunities within the community (i.e., infrastructure problems);
- reduction targets for energy, water and waste;
- measurable economic and environmental benefits for the community (i.e., job creation, infrastructure savings).

These criteria will be applied in evaluating proposals and may be used in establishing priorities when selecting projects.

Proposal Requirements

Communities are required to provide the following information.

Community Background

- * Identify applicant and contractual partner (if different from applicant).
- * Provide examples that demonstrate the experience of the applicant and/or the contractual partner in working with community groups and mobilizing the community around local issues.

Community Information & Statistics

- * Provide documentation on:
 - the community's residential energy, water and waste profile;
 - economic base data;
 - demographics;
 - household statistics.
- * Provide examples of local projects (e.g., energy, water, waste) that your community has been and/or is involved with.
- * Provide examples of community projects that demonstrate volunteerism, spirit and/or mobilization.

Community Participation/Consultation

- * Provide evidence that your community incorporated broad community input and public consultation into its planning process.
- * Provide a list of participants and/or public consultation attendees.
- * Identify the following aspects:
 - Community profile/situational analysis (Where is your community now?)
 - Vision/goals (Where does your community want to be?)
 - Strategic directions (What actions must be taken to get there?)

Community Support/Committee Experience

- * Provide a list of the Advisory/Steering Committee members.
- * Outline past achievements/activities of the Advisory/Steering Committee and state how long the Committee has been active.

Community Issues

- * List priority issues and key opportunities for your community; indicate any energy, water and waste issues, including infrastructure problems, that your community has been and/or is faced with.

Community Benefits

- * Indicate what benefits your community expects to achieve from this project.
- * Indicate how organizations in your community expect to benefit from this project.

Organizational Structure/Project Management

- * Describe how the project will be managed. Identify key responsibilities for the Project Coordinator and for the Board/Committee(s). Indicate who has the overall responsibility.



Detailed Implementation Plan

Project Goal/Objectives

- * Describe the project's goal and targets for energy and water savings, waste reduction and other pollution prevention activities; community involvement and development; and job creation. The goals/objectives should form the basis for an evaluation of the project activities (see Follow-up/Evaluation Section).
 - They should relate to energy and water savings and waste reduction as well as to community involvement, community development, and job creation.
 - They should link to overall vision as outlined in your strategic planning process.
- * For each year during the project's lifetime, estimate the following:
 - number of home visits planned
 - number of homeowners expected to implement retrofit recommendations
 - dollar value of retrofit implementations
 - number of jobs to be created
 - expected unit and dollar savings for reductions in:
 - energy
 - water
 - waste
 - other.
- * Identify objectives and benefits of related project activities such as greenspace, education, transportation.
- * For each proposed activity assess its impact on the community and the potential to meet the community's stated strategic directions and objectives.

Project Activities

- * Define the number of integrated in-home residential green-up assessments and related activities to be accomplished over the life of the project including:
 - a rationale for the activities;
 - a description of the activities;

- a detailed implementation plan complete with staffing.

Workplan Schedule (Timing)

- * List key dates related to the start-up and implementation phases of identified activities.
- * Estimate number of assessments on a quarterly basis.
- * List key dates of specific events, such as launch and anniversaries, etc.

Community Outreach Requirements

- * Outline a strategy for the project and obtain Ministry approval.
- * The strategy should include:
 - creation of an identity with a logo;
 - project launch within the community;
 - connections with local media;
 - outreach activities (seminars, workshops, etc.) to raise awareness
 - production of savvy advertising, promotional materials and displays;
 - development of excellent working relationships with partners.

Project Follow-up/Evaluation

- * Define what constitutes success or failure and how it will be measured including monitoring activities and feedback mechanisms as they related to Project Objectives above.
- * Provide status reports on a quarterly basis and a final report at year end.

Project Budget/Sponsors

- * Provide detailed information on expenses under the following headings:
 - Project administration
 - Home green-up assessments
 - Training/staff development
 - Community outreach
 - Miscellaneous.
- * Establish unit cost for integrated in-home residential green-up assessment.
- * Identify funding sources and community contributions both cash and in-kind.



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ENQUIRIES AND PROPOSALS

All enquiries and proposals should be addressed to:

Home Green Up
Ministry of Environment and Energy
56 Wellesley Street West, 14th Floor
Toronto, Ontario
M7A 2B7

All information submitted to the Ministry of Environment and Energy is subject to the provisions of the *Freedom of Information and Protection of Privacy Act*, 1987 (FOI Act).

Note to all Applicants

The Ministry encourages communities to conduct a detailed planning exercise and develop multi-sectoral action plans through the Green Communities Initiative. These plans will identify key opportunities not only in the residential but in the industrial/commercial/institutional, transportation, education, greenspace and related sectors. The Ministry will contribute 90 per cent towards this strategic planning process up to a maximum of \$20,000.

Il existe une version française de cette publication.

